



WPTV

ORDER

Print Date 08/21/12

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Flight Dates 08/09/12-08/13/12

Contract / Revision 307355 /

Original Date / Revision
08/08/12 08/10/12

Advertiser Alvarez / Non / Circuit Court

Agency Patriot Games, Inc.

Buying Contact

120 South Dixie Hwy., Ste 202
West Palm Beach, FL 33401

Product

Alvarez for Circuit Court Judge Grc

Agency Com 15%

Billing Contact

120 South Dixie Hwy., Ste 202
West Palm Beach, FL 33401

Sales Office WPTVL

Sales Region LOC

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority DEF

Advertiser Ref

Primary Account Executive
WPTV House

Account Executive	Order%	Start Date	End Date
WPTV House	100%		

Order Share 100% Market Value 8450

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WFGC	%	0
WFLX	%	0
WPBF	%	0
WPEC	%	0
WPPB	%	0
WPXP	%	0
WTCE	%	0
WTCN	%	0
WTVX	%	0
WXEL	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	16	\$7,182.50	\$8,450.00	102.70
Totals	16	\$7,182.50	\$8,450.00	102.70

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/13/12	16	\$7,182.50	\$8,450.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	08/09/12	08/10/12	M-F 5-6a M-F 5-6a	CM	5-6a	---TF--	:30	2	\$250.00	P-1	1.10	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	---TF--		2		\$250.00		1.10					
N 2	WPTV	08/13/12	08/13/12	M-F 5-6a M-F 5-6a	CM	5-6a	M-----	:30	2	\$250.00	P-1	1.10	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	M-----		2		\$250.00		1.10					
N 3	WPTV	08/09/12	08/10/12	M-F 6-7a M-F 6-7a	CM	6-7a	---TF--	:30	1	\$850.00	FX	3.70	NM	1	\$850.00



WPTV

Print Date: 08/21/12

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Contract / Revision **307355** Flight Dates **08/09/12-08/13/12**

Hiatus Dates

Original Date / Revision 08/08/12/ 08/10/12

Order Sep 00:20:00

Advertiser **Alvarez / Non / Circuit Cour** Product **Alvarez for Circuit Court Ju** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WPTV	08/09/12	08/10/12	M-F 6-7a M-F 6-7a	CM	6-7a	---TF--	:30	1	\$850.00	FX	3.70	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	---TF--	1		\$850.00	3.70							
N 4	WPTV	08/13/12	08/13/12	M-F 6-7a M-F 6-7a	CM	6-7a	M-----	:30	1	\$850.00	FX	3.70	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/13/12	08/19/12	M-----	1		\$850.00	3.70							
N 5	WPTV	08/09/12	08/12/12	Oly M-Su Late News M-Su Late News/Olympic:	CM	11p-1235x	---TFSS	:30	1	\$1,200.00	FX	12.90	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	---TFSS	1		\$1,200.00	12.90							
N 6	WPTV	08/09/12	08/10/12	Oly Daytime Daytime/Olympics	CM	10a-5p	---TF--	:30	1	\$650.00	P-1	22.60	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	---TF--	1		\$650.00	22.60							
N 7	WPTV	08/09/12	08/10/12	M-F 5-530p M-F 5-530p	CM	5-530p	---TF--	:30	1	\$800.00	FX	7.40	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	---TF--	1		\$800.00	7.40							
N 8	WPTV	08/13/12	08/13/12	M-F 5-530p M-F 5-530p	CM	5-530p	M-----	:30	1	\$800.00	FX	8.90	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/13/12	08/19/12	M-----	1		\$800.00	8.90							
N 9	WPTV	08/11/12	08/11/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$475.00	FX	5.90	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	-----S-	1		\$475.00	5.90							
N 10	WPTV	08/13/12	08/13/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	M-----	:30	1	\$250.00	FX	5.10	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/13/12	08/19/12	M-----	1		\$250.00	5.10							
N 11	WPTV	08/13/12	08/13/12	M-F 9-10a Today Show 2	CM	9-10a	M-----	:30	1	\$475.00	FX	5.10	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/13/12	08/19/12	M-----	1		\$475.00	5.10							
N 12	WPTV	08/13/12	08/13/12	M-F 10-11a Today Show 3	CM	10-11a	M-----	:30	1	\$400.00	FX	3.80	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/13/12	08/19/12	M-----	1		\$400.00	3.80							
N 13	WPTV	08/12/12	08/12/12	Early Morning Olympics Early Morning Olympics S	CM	6-9a (6:00 AM-9:00 AM)	-----S	:30	1	\$450.00	P-3	11.80	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	-----S	1		\$450.00	11.80							
N 14	WPTV	08/11/12	08/11/12	SA 9-10am Local Special To The Point	CM	9-10am	-----S-	:30	1	\$250.00	P-1	7.40	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		08/06/12	08/12/12	-----S-	1		\$250.00	7.40							
Totals													16	\$8,450.00	